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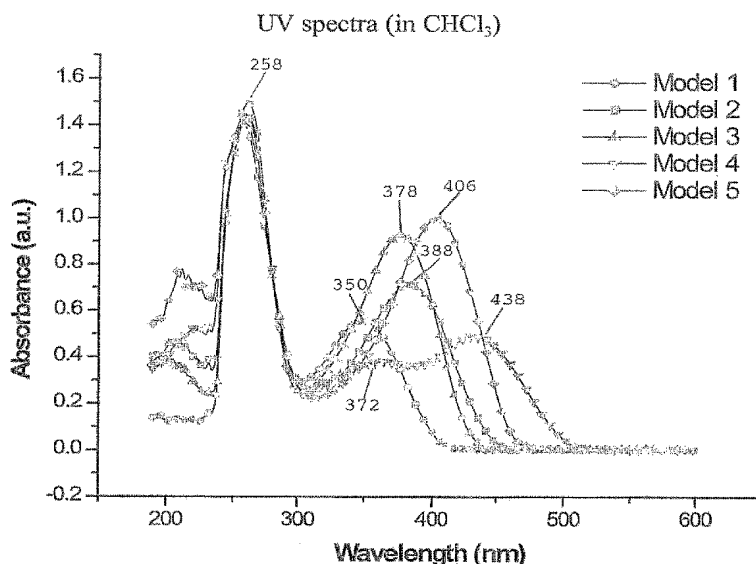
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(57) **Abstract:** A branched  $\alpha$ -cyanos-  
tilbene fluorescent materials with a  
new structure useful to the organic  
electroluminescence display (OLED),  
which includes the organic substance in  
the state of powder, liquid and film with  
the stilbene core structure and the terminal  
branched phenyl structure. The fluorescent  
materials of the invention exhibits the high  
luminescent efficiency and is capable of  
tuning the fluorescent colors of red, green  
and blue according to the core structure in  
the molecular, i.e., the structure of stilbene  
radical, particularly it exhibits the higher  
luminescent efficiency in the state of solid  
more than solution.

